# The WALTHAM AD. BOOK

The Intent of this Book is to supply Retail Jewelers with selling helps and business ammunition.

Please accept it as an expression of the spirit of helpful co-operation which dominates the

WALTHAM WATCH COMPANY

in its dealings with Retail Jewelers.

We hope its contents will be of value to you.

Copyright, 1911
WALTHAM WATCH COMPANY
Waltham, Mass.

EXECUTED by
FEDERAL ADVERTISING AGENCY
New York City

# Selling Watches

Watches are retailed in two ways. They are either *sold*— or *bought.*

SOLD — when a customer is guided by a salesman's recommendation and buys a good watch on which there is a good profit for the dealer and which will satisfy the customer with its reliable time-keeping.

BOUGHT — when a customer comes in, asks for a cheap watch and walks out with a one, two, or three dollar watch. The dealer makes a few cents profit —loses a *good* sale and probably a good customer.

Which way do you choose to retail watches? You are not doing business for fun. You do not intend to stake your reputation as a reliable jeweler on an *un*reliable makeshift of a watch. You are not going to let a customer make a mistake if you can help it—especially when his mistake will probably be put up to you.

You prefer to retail watches the safe and profitable way. And it but remains for you to choose.

For the jeweler's position is unique. In protecting his best interests he acts for his customer's best interests. In recommending the purchase of a reliable watch, he favors the customer as well as himself. And best of all, the customer respects the Jeweler as an authority on watches.

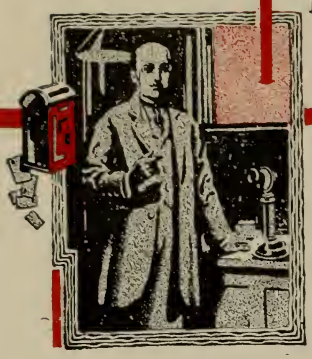
The good salesman takes advantage of these facts. He is averse to selling a cheap watch. He tells and shows and proves to a customer why a dependable time-piece is the best to buy. And he usually wins out—makes a good friend and a good profit.

Exercise salesmanship! It pays. Show your customers you take an interest in their welfare. Lead them away from the cheap, profitless miniature clock, and sell them an Adjusted Waltham. It is the best value for your customer—a money-maker for you.

It is no better policy for a Jeweler to sell a cheap watch than for a barber to sell a safety razor. If you must carry cheap watches, keep them under the counter and sell them reluctantly. Don't give them window space or prominent display, because they harm the sale of profitable watches.

Carry a full line of Waltham Watches. All Waltham Watches are certain sellers at liberal profits. Make a feature of the higher-priced Adjusted Waltham movements. If not supplied, write your jobber today.

# The Mail Order Situation



Hundreds of Jewelers and many Jewelers' Associations have voluntarily thanked us for our fight against the sale of Waltham Watches by mail order houses.

We are glad that our efforts have been appreciated. We are still more pleased that they have not been in vain. It has been a long fight and a hard one, but its reward—the protection of the Jeweler's local business and his legitimate profits—is well worth the trouble and expense.

Rather than dilate upon the success of our efforts, we here outline some of the things we have already accomplished:

We have established a minimum selling price on all adjusted movements.

We have just waged an extensive advertising campaign warning the public against buying watches of mail order concerns and urging them to buy of a local dealer.

At the present time we have suits pending in the courts against Montgomery, Ward & Co. and Sears, Roebuck & Co. for advertising our contract goods at cut-prices. We feel confident of winning these suits. The defendant's demurrer in the first case has been overruled.

We have, after a fierce contest in the courts, secured an injunction against Charles A. Keene, of New York, prohibiting him from advertising or selling at cut-prices our Watches, knowingly acquired in violation of our contract.

The Jeweler today has very little unfair competition in the sale of Waltham Watches. The best known, best liked watch is the best to sell. If any Jeweler meets unfair competition in the sale of Waltham Watches, we will thank him to inform us.

# Advertising Helps for the Jeweler

You are always mighty glad to hear a man say, "I came in to buy a Waltham Watch." It is music to your ears. You are always ready for an encore. The purpose of this book is to increase these encores—to bring watch buyers to your store.

The following pages contain numerous newspaper advertisements for you to use in your local papers. Some of them advertise watch repairing and cleaning—some warn your customers against buying watches from Mail Order Concerns. But the most of these ads advertise the Waltham Watch——and very effectively you will admit.

These ads are prepared by an expert advertising man. They are especially adapted to your use and we will supply electrotypes of complete ads free on request. (Order by number.)

You know the power of good advertising. It builds up business, it creates sales, it increases profits. Good advertising is spending the dime to get the dollar. Every merchant should advertise, because it is his sure way to greater business and bigger profits.

Whether you are a regular advertiser or not—it will pay you to write for electrotypes and advertise Waltham Watches. You will find them susceptible to good advertising. You will find the profits from your increased sale of watches will make the investment a good one.

Our tremendous National Advertising is making thousands of new customers for Waltham Watches every day. By using these ads in your local papers, you will link your store with our advertising and share its benefits. Use the enclosed card for ordering Free Electrotypes.

# How to order Advertising Supplies

Our interest in the Retail Jeweler extends beyond merely selling him Waltham Watches. We are eager to aid him in the sale of our goods—anxious to help him increase his business and profits. The ads on the following pages, and the electrotypes we furnish free, give evidence of the Waltham Watch Company's spirit of helpfulness.

We hope you will use the ads and write for electrotypes of them. You will note that each ad has a number. Please use the numbers in ordering electrotypes.

If at any time you wish to feature a certain Waltham movement in your advertising, write us and we will gladly supply you with an electrotype of it, free of charge. The same offer applies to electrotypes of all cased watches, Adjusted Walthams and the Waltham Colonial Series.

Attractive display cards are yours—for the asking, any time and every time you write for them. They will brighten up your window and store displays wonderfully, and will serve to remind your customers that you sell the world renowned and extensively advertised Waltham Watch.

Perhaps you—like some other enterprising Jewelers—occasionally mail a little catalog or booklet exploiting, illustrating and pricing Waltham movements to the List of Voters and Taxpayers in your city or county. We will gladly supply you with the necessary electrotypes of watches and movements for this purpose free on request.

101

# WALTHAM

is the best watch for the motorist for the same reason that makes it the preferred watch on all the great Railroad Systems. It keeps accurate time in spite of the vibration and jar from moving machinery and fast traveling.

*"It's Time You Owned a Waltham"*

We have a complete stock of Waltham Watches in all grades at all prices. Come in and talk with us about a Watch.

(Dealer's Name)

102

# DON'T NEGLECT YOUR WATCH

A WATCH is a delicate piece of machinery. It calls for less attention than most machinery, but must be cleaned and oiled occasionally to keep perfect time.

With proper care a Waltham Watch will keep perfect time for a lifetime. It will pay you well to let us clean your watch every 12 or 18 months.

(Dealer's Name)

103

THERE are more Waltham Watches in use on the great railroads of this country than all other makes combined. Why? Because the

# Waltham Watch

can be relied upon to keep accurate time under the most trying conditions.

*"It's Time You Owned a Waltham"*

We carry a full stock in all grades. Talk with us about a Waltham.

(Dealer's Name)

104

IT is a great satisfaction to carry a watch that always gives correct time. That is why there are over seventeen million

# Waltham Watches

in use. The owner of a Waltham can always rely upon his watch to get him there on time.

*"It's time you owned a Waltham"*

We carry a complete stock of Waltham movements. Come in and talk with us about a Waltham

(Dealer's Name)

Free electrotypes for retailers' use in newspapers, catalogs, programs and printing. Order cuts by number and we'll gladly send them free.

WALTHAM WATCH COMPANY
WALTHAM, MASS.

105

EVER miss a Train? It's mighty irritating. It means a loss of time, and time is money these days. A good

## Waltham Watch

will pay for itself in time saved in a few months. It will always get you there on time.

*"It's Time You Owned a Waltham."*

Come in and talk watch with us. It won't obligate your buying—but if you should buy—we have a complete stock of new model Walthams.

(DEALER S NAME)

106

DO you remember your first lesson in telling time? It's ten to one the watch was a Waltham. The Waltham was the best watch then and is the best to-day.

## Waltham Watches

of the Colonial Series are the new, very thin, up-to-date models—in every respect the finest, high-grade gentleman's watch made.

*"It's Time You Owned a Waltham."*

We carry a large assortment of Waltham Watches in all grades. See us about a Waltham.

(DEALER'S NAME)

107

ONE CANNOT HELP BUT ADMIRE THE

## Waltham Watch

IT is *the* great railroad watch. It has won every gold medal offered in America from 1876 to 1911. It is the official watch of several governments. Here and abroad the Waltham is recognized as the highest type of time-piece.

That is why the Waltham watch is our leader. Complete assortments of all grades; thin models; plain or fancy cases.

*"It's Time You Owned a Waltham."*

(DEALER'S NAME)

108

If you want a watch that you can be proud of—carry a

## Waltham Watch

The Waltham has been awarded highest honors at every International Exposition and has taken every Gold Medal offered in America since 1875.

*"It's Time You Owned a Waltham."*

Don't buy a watch before talking with us. Complete assortment of Waltham Watches in all grades.

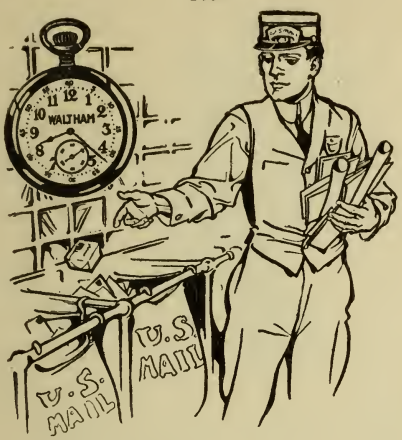
(DEALER'S NAME)

Free electrotypes for retailers' use in newspapers, catalogs, programs and printing. Order cuts by number and we'll gladly send them free.

WALTHAM WATCH COMPANY

WALTHAM, MASS.

109




WATCHES are not made to be thrown and tossed about. A watch is a delicate piece of mechanism and jolts and jars destroy its time accuracy. Watches purchased from mail order concerns are thrown about by Mail Clerks as if they were so much junk.

No matter what the price is, a Mail Order Watch, is not worth its price when delivered. Don't take chances. Buy a Waltham of us—we will guarantee satisfaction.

(DEALER'S NAME)

110

BUSINESS MEN are the "Minute Men" of to-day. They keep their engagements on the minute and measure their time by a

## WALTHAM WATCH

The Waltham is the most dependable of time-pieces. That is why we make it our leader and why

*"It's Time You Owned a Waltham."*

We have a wide assortment of Waltham Watches at a wide price range in thin models; plain and fancy cases. See us about a Waltham to-day.

(DEALER'S NAME)

111

Waltham is the watch for time-accuracy. Men who do things *on schedule* arrange their duties by Waltham time. The

## WALTHAM

is the watch of life-long service —and right now

*"It's Time You Owned a Waltham."*

We have a complete Waltham stock including all models and grades at a convenient price-range. Come in and talk watch with us.

(DEALER'S NAME)

112

LUCKY is the man who owns a Waltham—but only the man who has carried a

## Waltham Watch

for thirty or forty years knows what a fine investment a good Waltham is.

*"It's Time You Owned a Waltham."*

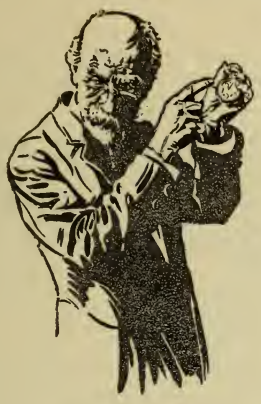
Come in and talk watch with us. We are headquarters for Waltham Watches and carry a complete assortment of all grades.

(DEALER'S NAME)

Free electrotypes for retailers' use in newspapers, catalogs, programs and printing. Order cuts by number and we'll gladly send them free.

WALTHAM WATCH COMPANY
WALTHAM, MASS.

113



We recommend Waltham Watches because we believe them to be the best. Our stock offers a wide assortment of

# Waltham Watches

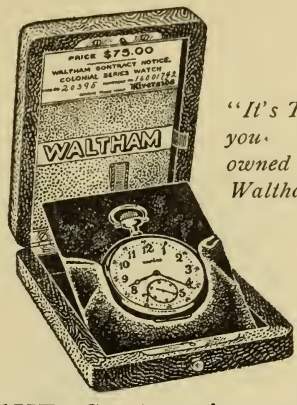
Come in and *talk watch* with us. It will not obligate buying and it may profit you much. We will explain what constitutes a good time-piece.

*"It's Time You Owned a Waltham."*

We will show you the exquisitely thin model Walthams of the **Colonial** Series and will name the **Waltham** movement best **suited** to your requirements.

(DEALER'S NAME)

114




*"It's Time you owned a Waltham"*

THE Gentleman's watch must combine reliability with beauty. Discriminating men the world over carry

# WALTHAM

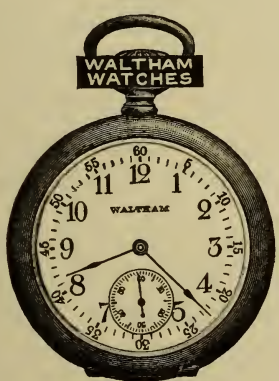
COLONIAL SERIES.

Walthams of the Colonial Series represent the last word in watch-making. They are made as thin as it is safe to make a reliable watch. They possess great beauty and will give a life long service of accurate time-keeping.

We are headquarters for fine Waltham Watches. All grades at a wide price range—each grade the best at its price.

(DEALER'S NAME)

115




## HAVE YOUR WATCH CLEANED OCCASIONALLY

A WATCH will run without oil or cleaning longer than any other piece of machinery—*but it needs both occasionally.*

If you will consider that the rim of the balance wheel travels over fifteen miles a day, you will not grudge your watch a speck of oil and a cleaning once a year. It will increase the life and accuracy of your watch Leave your watch with us to-day.

(DEALER'S NAME)

116

THE Waltham is America's pioneer watch. Here and abroad it is recognized as the highest type of time-piece. We are headquarters for the

# Waltham Watch

Before you make a watch purchase let us tell you *how* and *why* you will get more for your money in a Waltham. A full assortment of all grades.

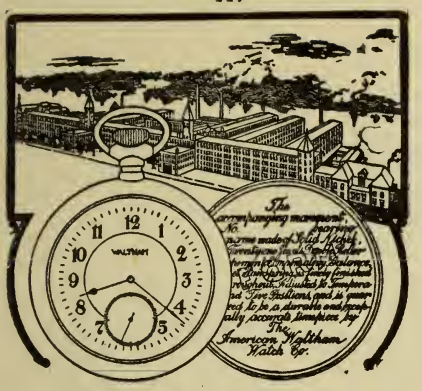
*"It's Time You Owned a Waltham."*

(DEALER'S NAME)

Free electrotypes for retailers' use in newspapers, catalogs, programs and printing. Order cuts by number and we'll gladly send them free.

WALTHAM WATCH COMPANY
WALTHAM, MASS.

117



THERE is one watch you can buy with a surety of satisfaction and good value—the

# WALTHAM
## WATCH

Behind every Waltham is a clear, clean-cut guarantee good for all time. Behind that guarantee is the largest watch factory in the world.

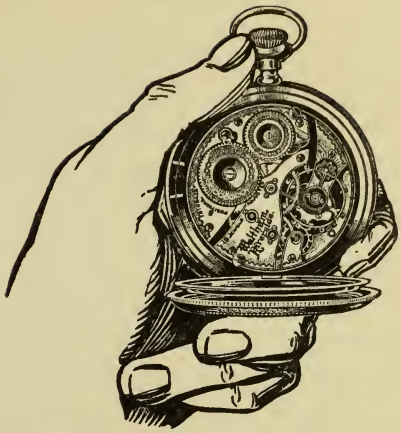
There is no need to argue the superiority of Waltham Watches. That has been established for nearly three-fourths of a century.

*"It's Time You Owned a Waltham."*

We make a specialty of Waltham Watches. Complete assortment of all grades and styles. Talk with us about a Waltham.

(DEALER'S NAME)

118



WHEN you invest in a watch, make it a life-time investment. Pay enough to secure a watch that is *made* to give a life-time of reliable service.

A cheap watch won't last a life-time. It cannot keep reliable time. That is why you must not buy a watch by its case, for most cheap watches have showy cases. They are made to sell on appearance. You can be sure of a

# WALTHAM
## WATCH

Waltham movements are the best in the world. The product of the world's greatest watch plant, the result of nearly three-quarters of a century of experience.

*"It's Time You Owned a Waltham."*

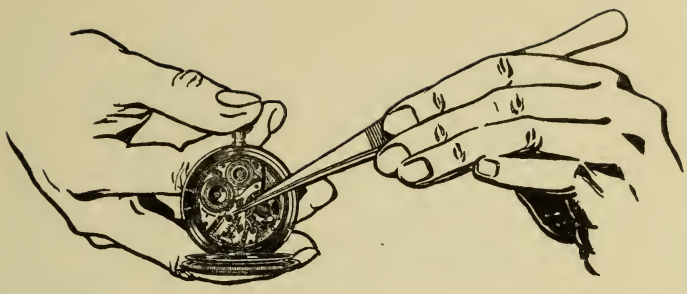
With proper care a Waltham Watch will last you a life-time and keep you on time all your life. That is why we have made Waltham Watches our leaders.

Waltham movements in all grades and styles—each the best possible value at its price. Plain or fancy cases, solid or gold filled. Drop in and talk "watch" with us.

(DEALER'S NAME)

Free electrotypes for retailers' use in newspapers, catalogs, programs and printing. Order cuts by number and we'll gladly send them free.

WALTHAM WATCH COMPANY
WALTHAM, MASS.



It's the Name on the Movement that Counts

BUYING a watch by the case is like buying a book by the cover. Book or watch, it is the inside that counts. In buying a watch give first consideration to the movement. If you want the best movement for your money---choose from our assortment of

# WALTHAM WATCHES

We have Waltham Watches in all grades at a wide range of prices—each watch the best value possible at its respective price. And we can suit you with a watch case—plain or fancy, solid or gold filled.

*"It's Time You Owned a Waltham."*

Waltham Watches are the most dependable of time-pieces. That is why we recommend them. If you want to make your watch a life investment—let us sell you an adjusted Waltham.

(DEALER'S NAME)

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## *"It's Time You Owned a Waltham"*

YOU can be justly proud of a Waltham Watch. For here and abroad the Waltham is recognized as the highest type of a time-piece. The

# Waltham
## WATCH

is the preferred time-piece on all the great Railroad systems. It is the official watch of several governments. It has won highest honors in every international exposition and every gold medal offered in America since 1876.

We are headquarters for Waltham Watches in this locality. We carry Walthams in all grades at a wide price range—each grade the best possible value at our price. We can put the Waltham movement you choose in any case you desire —plain or fancy, solid or gold filled.

(DEALER'S NAME)

Free electrotypes for retailers' use in newspapers, catalogs, programs and printing. Order cuts by number and we'll gladly send them free.

WALTHAM WATCH COMPANY
WALTHAM, MASS.

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EVERY man should carry a reliable watch. For trains must be caught, engagements kept, and business attended to on schedule time. Carry a

# WALTHAM
## WATCH

and be a schedule man. The Waltham is the most accurate and reliable of time-pieces. It is the preferred watch on all the great railroads.

*"It's Time You Owned a Waltham"*

We are headquarters for Waltham Watches. Complete assortments in all grades and styles. See us about a Waltham.

(DEALER'S NAME)

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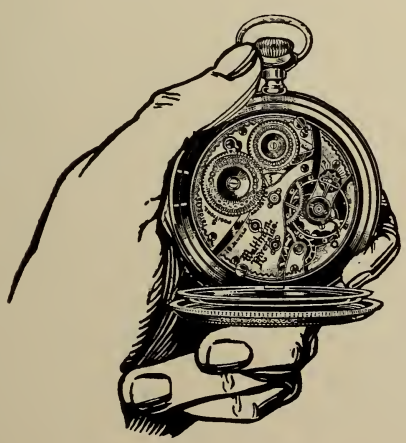
122



DON'T buy a watch by the case. The movement is the important thing. We sell the most reliable movements in the world—namely, the Waltham. We carry the

# WALTHAM
## WATCH

in all grades—each grade the best possible time-piece at its price. You cannot make a mistake if you buy a Waltham.

*"It's Time You Owned a Waltham"*

See our complete display of Adjusted Walthams of the Colonial Series. Made as thin as it is safe to make a reliable watch.

(DEALER'S NAME)

Free electrotypes for retailers' use in newspapers, catalogs, programs and printing. Order cuts by number and we'll gladly send them free.

WALTHAM WATCH COMPANY
WALTHAM, MASS.

# Waltham Co-operation

There are many big, powerful Manufacturers who give no real consideration to the Retail Dealer. They plan their production and arrange their selling and advertising campaigns to their own individual profit and preference—don't care or consider whether or *not* they are to the Retailer's liking and profit.

Or to put it very briefly—*they don't co-operate with the Retail Dealer.*

This is directly opposite to the spirit which dominates the Waltham Watch Company in its dealings with the Retail Jeweler. The Waltham Watch Company considers every Jeweler as a member of the Waltham Family—and the family ties are strong and the family welfare is of first importance.

Your interests are our interests. They are family interests. We aim to help you to sell our product at a good profit. We spend thousands of dollars every week in advertising for the purpose of sending Waltham buyers to your store. We fight the mail order concerns—that you may make legitimate profits. We supply you with selling helps—of which this book is an example.

And we stand back of every Waltham you sell. If it doesn't perform right, we will make it right. We take the same interest in your Waltham Watch customers as you do. We willingly co-operate with you in making them satisfied and keeping them so. Our interest in a Waltham Watch never ceases.

We have a large body of expert watchmakers, who are visiting Retail Jewelers in every town and city in the United States. These men are not primarily salesmen—they are co-operative workers. It's their mission to help Jewelers solve knotty repair problems, to see that Jewelers are supplied with selling helps—and to report to us on retailing conditions, that we may plan advertising campaigns to your advantage.

Learn Waltham Co-operation in its true sense. Make a start by using the enclosed card.

# The Waltham Plant

Just as the Waltham is America's pioneer watch—The Waltham Factory is the original watch factory of America. To-day it is by far the greatest and best equipped watch plant in the world. It has a capacity of 3,500 time-pieces a day—or about 6 watches for every minute of a working day. It is about one-fourth of a mile long and employs over 4,000 men and women.

The Waltham Watch Factory is considered by the industrial world at large as a model plant, ideally managed, perfectly equipped. Men interested in manufacturing come from all over the world to study Waltham management, system and welfare-work.

Labor troubles are unknown here. The 4,200 Waltham employees are liberally paid and work and live under pleasant and healthful conditions. They work with head, hand and heart for the Waltham Watch Company. Men who know—tell us that ours is the most skilled, most intelligent, most loyal and the highest-grade body of workers possessed by any factory in the world.

Nearly three-fourths of a century of Waltham invention, experience and production has developed automatic machinery of remarkable efficiency. It has been a potent factor in increasing the accuracy and reliability of the Waltham Watch.

For thirty years the Waltham Plant has been equipped with its own astronomical observatory for obtaining an unvarying standard of time. No other watch factory has had this equipment—yet the only standard of time that is invariable is obtained from the stars.

But the Waltham Watch Plant is so big—its machinery so intricate—its manufacturing facilities so wonderful—that it beggars description. We would prefer rather to show you the plant than attempt to tell you about it. If you are ever in the vicinity of the beautiful city of Waltham, we hope to have that pleasure. Write for illustrated booklet, "The Home of the Waltham Watch."

# The Waltham "Colonial Series"

No matter what other or how many other watches you sell, you *should* sell the Colonial Series. Waltham Colonial Series are unquestionably the finest high-grade thin model time-pieces in the world. You cannot supply the man who wants the best and the latest unless you sell them.

The demand for high-grade movements in thin models is steadily increasing. The Colonial Series will turn this demand to your profit. When a customer asks for a low-priced watch, show him a Waltham thin model Colonial Series. You can, in this manner, frequently make a better sale and a bigger profit. For it is a time-piece of exquisite model, of beautiful design—a real masterpiece of watch-making.

These time-pieces are cased and sent out in attractive display boxes. The prices are fixed at the factory—a printed contract in each box stipulates the retail price at which the watch shall be sold. This price allows a handsome profit for the Retailer.

We are now featuring the Colonial Series very strongly in our extensive National Advertising. You are certain to have calls for it. Be prepared. It will be a good idea to let people know you can supply them with the widely advertised Colonial Series. Display them in your windows and advertise them in your newspaper. This book contains several "Colonial Series" ads. Write for them.

"Colonial Series" is made in five grades—Riverside Maximus, Riverside, Royal, 1425 and 1420. The watches are fitted with enameled dials, gilded or silver finished dials, or solid gold dials. If you don't carry them—write your jobber today.

Why not capitalize the name Waltham—as several Jewelers in various cities are doing? They carry a full line of Waltham Watches to the exclusion of other movements, and make their store the headquarters in their locality for Waltham Watches. They have turned the Waltham reputation, prestige, and demand to their account and profit. If you are interested—write us for suggestions on capitalizing the name Waltham.

We have striven and studied to make these pages of use to you. If we have succeeded in even a small degree we count our efforts richly rewarded. To guide us in future work, an expression of your opinion of this book will be greatly appreciated.

THE WALTHAM WATCH COMPANY,
WALTHAM · MASS·